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Stephen H. Johnson, Director
December 2010

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Tell Your Colleagues About the *Daily Digest*!



Are you and your friends signed up for OED's *Daily Digest*? Compiled from over 100 news sources, the OED [Daily Digest](#) is the best way to keep up with the latest in business, technology, workforce, industry, real estate, maritime, energy and economic development news in Seattle.

NEWS & INFORMATION

GrowSeattle.com web portal, Seattle Investment Fund LLC, and *Only In Seattle* - only some of the OED successes this year



The Office of Economic Development (OED) had an active year filled with success: helping businesses start, grow, and green their companies with the growSeattle.com portal; promoting shopping and eating at local "hidden gems" via the *Only In Seattle* marketing campaign; and launching a new website dedicated to educating the public on the New Markets Tax Credits program - all have already had a profound effect on local businesses and the community. These three websites help spread the word about OED's work and impact in our community. Our online presence lets our customers know that we are here to help, gives information about our services, and provides connections to other city and state agencies that are valuable.

- [Grow Seattle web portal](#)
 - [Only In Seattle website](#)
 - [Seattle Investment Fund LLC](#)
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Nissan delivers Seattle's first 100% electric Nissan Leaf



"Electricity is the new fuel for cars, and the Nissan LEAF has the potential to transform the automotive industry and the way people drive," said Carlos Tavares, chairman, Nissan Americas. "Starting today, drivers in Seattle have the freedom to choose a future that produces zero tailpipe emissions, moves away from our dependence on fossil fuels, and represents the end of trips to the gas station. This Nissan LEAF delivery signifies the dawn of a movement that brings sustainable mobility to within our grasp." For more than two years, Nissan has been working in collaboration with the City of Seattle to foster the development of electric vehicle-friendly policies and an EV-charging infrastructure. "We need to give people sustainable transportation choices in our city," said Mayor Mike McGinn. "With rising fuel prices and the threat of global warming, we need to move fast to support these better choices. And supporting Nissan's effort to sell electric vehicles in Seattle moves us closer to that goal."

- [Read the press release](#)

Virginia Mason, Swedish hospitals ranked among top hospitals in the nation



Virginia Mason Medical Center and Swedish's Cherry Hill and First Hill hospitals were among 65 hospitals identified as the nation's Top Hospitals by The Leapfrog Group, a coalition of public and private purchasers of employee health coverage that includes Boeing and the Washington State Healthcare Authority.

Virginia Mason received the additional honor of being named Top Hospital of the Decade, one of just two hospitals in the nation to receive that designation. Virginia Mason was cited for reducing medical errors and for innovation in patient safety and quality over the course of the decade. Swedish and Virginia Mason were chosen from among a field of 1,200 hospitals nationwide.

- [Read the press release and view the entire 2010 Leap Frog Top Hospitals list](#)
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OED³ - Seattle's newest businesses

You can always find OED³ on OED's *Bottom Line* blog for the best recap of the most popular *Daily Digest* stories, but in this special edition, OED³ will provide you with the latest recap of what new businesses are popping up in Seattle, as well as existing businesses that have relocated their headquarters here. This



edition features the Academy for Interactive Entertainment, the Louisiana Grill and CenturyLink/Qwest. With the help of staff from the Office of Economic Development, this Australian school for video game designers will open its first U.S. campus in Seattle. Steve Johnson, OED Director, said, "AIE's expansion to Seattle affirms our standing as a leader in content technology. Next is exciting news for the Central District neighborhood as Louisiana Grill opened at 23rd and Union. This restaurant's rich southern flavor is expected to bring in a diverse array of customers from around the city. Finally, after a merger earlier this year between CenturyLink and Qwest Communications, it has been decided that Seattle will become the new company's regional headquarters.

- [Read more on the Academy for Interactive Entertainment's planned move to Seattle](#)
- [Read more on location and times of Louisiana Grill](#)
- [Seattle to become regional headquarters for CenturyLink](#)

Seattle's municipal fleet named 'number one green fleet in North America' for 2010



The city of Seattle's fleet has been named the "number one green fleet in North America" for 2010 by the 100 Best Fleets Program.

Seattle's green fleet program was recognized for its excellent integration of alternative fuels into existing operations, its comprehensive examination of where and how petroleum reduction policies and procedures could impact the fleet, and for having a dedicated coordinator for its green fleet program. With the help of this coordinator, Seattle has: implemented a vegetable oil biodiesel pilot program, purchased a large number of advanced technology vehicles, has become a launch market for the new generation electric vehicles starting with the Nissan Leaf, and reduced petroleum usage by more than 100,000 gallons in the last two years.

- [Read the press release](#)

"\$5 Cover: Seattle" is now available to stream online



Every so often a project comes along that so closely captures the essence of the mission of the Office of Film + Music it warrants special attention. With its intimate portrayal of thirteen homegrown bands journeying through the venues, streets and stomping grounds that make up our city's musical landscape, "\$5

Cover: Seattle" is exactly this kind of project. Directed by renowned local filmmaker Lynn Shelton, the 12-part docudrama series takes place over one weekend using the artists' real-life stories to paint a compelling portrait of Seattle's intertwining film, music, and nightlife communities. Indeed, "\$5 Cover" is a truly community-built endeavor that showcases some of the best the Seattle arts industries have to offer. Shot in over 20 locations and nightlife hotspots throughout the city, the production employed a local film crew of 30, as well as 60 Seattle-based cast members, including featured bands The Moondoggies, The Maldives, Champagne Champagne, THEESatisfaction, Whiskey Tango and more. Perhaps Shelton herself best describes the full scope of "\$5 Cover" in a recent interview: "Really what this is, is a love letter to Seattle."

- ["\\$5 Cover: Seattle"](#)
- ["Facebook: \\$5 Cover"](#)
- [Twitter: @5dollarCover](#)
- [Watch MTV's Trailer of \\$5 Cover: Seattle](#)

UPCOMING EVENTS

City Business Casual continues in 2011: Join us Jan. 13 with Mayor Mike McGinn



City Business Casual ended 2010 with a bang. With over 125 participants and five headliners, there were many special connections made that will help shape the economic future of Seattle. If you missed the event, don't worry, because City Business Casual will continue into 2011 with a variety of industry partners

and headliners. Our start-of-the-year event, on **Thursday, January 13** from 5:00 to 7:00 p.m, will feature Mayor Mike McGinn and will be held at the Polar Bar, (700 3rd Avenue) in the Arctic Club Hotel in downtown Seattle. No pre-registration for City Business Casual is necessary. The sessions do not include a formal program, but OED staff will actively make introductions and connections. Business owners and advocates will have a chance to ask questions, suggest ideas, and troubleshoot specific issues.

- [Visit City Business Casual online for a complete](#)

[schedule of 2011](#)

**Register early for DSA's State of Downtown event -
February 3, 2011**



The Downtown Seattle Association, in partnership with the Office of Economic Development and enterpriseSeattle, are highly anticipating the 2011 State of Downtown Economic Forum. Attendees will receive a copy of DSA's 2011 State of Downtown Economic Report, compiled by the Metropolitan Improvement District's Business Development and Market Research Department. The report will contain valuable year-over-year analysis on key components that make up downtown Seattle's economy. The featured speaker will be John Vechey, Co-founder and Vice President of PopCap games. The keynote speaker will be Robert Atkinson, Founder and President of Information Technology and Innovation Foundation. Mayor Mike McGinn will also speak. Register early as last year's event sold out!

- [Read more about DSA's State of Downtown Economic Forum](#)
- [Register today!](#)



Send submissions, questions, or comments to oad@seattle.gov.